“DESIGN PROCESS: CREATIVITY” RE-VISITED

By Patrick M. Redmond, M.A.

It was about ideas, concepts, creativity, and the processes that were involved. It was about creative thinking skills, and concerns such as the importance of problem identification and problem formulation — not only “creative problem-solving”.

For the first time in the curriculum, in the course offerings related to graphic design, that was the focus. The emphasis. Not everything else you typically would find in an art and design curriculum. This was different.

I led the initiative, identifying the need, conceiving, proposing, was involved with developing, and taught for the first five terms it was offered, beginning in 1985, the pioneering term-length course “Design Process: Creativity” at the University of Minnesota.

Each of us in art and design education leaves (or will leave) a legacy or legacies of one kind or another. Almost 70, with several decades of experience in the arts, design and related education and practice, one facet of my legacy is having had the privilege and the opportunity of identifying the need for and teaching a creativity-focused — in some ways what now might be called a “design thinking” — course.

Playing this role championing creativity — with the support of and collaboration with my colleagues and professors — was one of my key contributions to the evolution of college and university-level design education.

While I continue my ongoing work as a graphic designer, artist, author, publisher and entrepreneur, I retired from the teaching facet of my multifaceted career in 2012. I continue to be an enthusiastic advocate for creativity at all levels of education.

Although I am not directly involved in or affiliated with this exhibition, I thought AEM members might be interested in “Creativity” and related events at the Goldstein Museum of Design, College of Design, University of Minnesota, October 19, 2019 – January 5, 2020. http://goldstein.design.umn.edu/exhibitions/upcoming/.

For information about Patrick Redmond design, art, creativity, and education-related publications, contact: Redmond@PatrickRedmondDesign.com and see www.PatrickRedmondDesign.com.

Patrick Redmond, M.A.

about the influence of Viktor Lowenfeld in work as an artist-in-residence, etc.
http://patrickredmonddesign.com/education/universityofvienna.html
http://patrickredmonddesign.com/faqs/teaching.html

books, writings, publications, exhibitions, news and updates re: Patrick Redmond
http://patrickredmonddesign.com/about/bibliography.html

career summary
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The following books and articles of related interest all predate (or were published around that time) the 1985 first offering of the course “Design Process: Creativity” at the University of Minnesota — some were either required textbooks or reference for the course, some are simply included for related interest from that general era or earlier... fortunately for today’s art and design educators, individual copies may still be available to order online through various web searches or available to study through interlibrary loan!


Laliberté, Norman; Kehl, Richard; Mogelon, Alex; Raymo, Anne. 100 Ways to Have Fun with An Alligator: Plus 100 Other Involving Art Projects. (Art Education, Inc., 1969).


Other publications, etc., of potential related interest, some including reference to K-12 creative process experiences, various years:

Redmond, Patrick. Reference notes re: history of design, graphic design, design business, design education, artists-in-residence, and art in Minnesota and Wisconsin. Select annotated bibliography re: Patrick Redmond, M.A. (contact Patrick Redmond for further information).

Redmond, Patrick. “I Thought A Loft Was For Hay,”, Accounts of My Experiences as an Artist-In-Residence in the small, rural community of Eagle Bend, Minnesota. Eagle Bend, Minnesota: Patrick Redmond & the Minnesota State Arts Board [Minnesota State Arts Council], through a special Minnesota State Arts Council Chairman’s grant, through a special grant from the National Endowment for the Arts, 1973. Acknowledgment: As indicated in book.


Redmond, Patrick. “An Inside Look at the Graphic Work in Norwest’s ‘Modernism’ Corporate Art Collection,” AIGA/Minnesota Issues, Minnesota Chapter of the American Institute of Graphic Arts, Minneapolis, March 1989, cover, p. 2. Note: “Norwest” is now “Wells Fargo”.


Notes:

With so much emphasis on "creative thinking skills" in Art Educators of Minnesota Art Exchange and in various NAEA and NAEA Design Interest Group (DIG) articles, I thought the following might be of related historical interest. According to the course catalog description, "Design Process: Creativity" offered an "Overview of creative processes and their application to graphic design and creative problem solving. Emphasizes ideas, visual communication of concepts." 1985-1986 Extension Classes, University of Minnesota Bulletin, Continuing Education and Extension, University of Minnesota, Twin Cities Campus, p. 151.

Ibid., p. 150: "The Graphic Design/Commercial Illustration certificate, formerly offered by the Studio Arts department, is now offered by the Design, Housing, and Apparel department. For the Graphic Design/Commercial Illustration certificate requirements, see the Degrees and Certificates section of this Bulletin."

Ibid., p. 151: Fall Qtr [1985-1986], Sec 1, Th [Thursdays]-6:10-8:30, McHugh [McNeal Hall] 212, STP [Saint Paul] Campus, Redmond [Patrick M. Redmond]; Spring Qtr [1985-1986], Sec 2, T [Tuesdays]-6:10-8:30, McHugh [McNeal Hall] 216, Redmond [Patrick M. Redmond]. I had taught the course the first five terms it was offered.